

Let Your Fortune Grow With Us

Buy Several Acres and Town Lots in Uncle Sam City, Near La Joya, on A. T. & S. F. R. R., N. M., Before They Are All Sold.

Study New Mexico's Prosperity—Consider the Future of the City—With Such Tremendous Natural Resources—Favored With the Mildest and Most Delightful Climate 345—Days of Sunshine in Every Year—The Finest Soil—An Abundance of Purest Water—All This is Offered at the Moment of Development—No Waiting—No Guessing—No Experiment. A Straight Bona Fide Proposition You Can't Afford to Miss—This is the Best Place on Earth for a Man to Make Money.

the same keen interest in its development that is taken in all the great movements tending to make conditions better and increase the good things of the earth in adding to human happiness. Fruit-growing is attracting men and women from all professions—men and women of culture and refinement; men and women who have the brains and stamina to till the soil and enter a life of contentment, ease, joy and prosperity. "Back to the Farm" is the slogan throughout the East. Thousands of homeseekers are coming to the Southwest to build up their fortunes and homes and live a rural life, where they can enjoy the sunshine, pure air and open sky, in the same manner as did our forefathers, who lived a life of nature, pure and simple. With its wonderful climate, it is no surprise that the glorious sunshine of this country is luring men and women from the East and the great cities, with increasing power. The gold output of the United States in 1908 was ninety millions; the fruit crop of California alone was more than ONE HUNDRED MILLION DOLLARS. Does not this alone prove what can be done in raising fruit? No other branch of farming holds out the same opportunities to the average man or woman as fruit-growing, and those who are engaged in it are reaping the profits.

ALFALFA.

The alfalfa farm offers inducements second only to the fruit farm. No farm crop grown offers such great returns as alfalfa, and when one considers that under irrigation in this valley the crop is absolutely sure, with no possibilities of failure, practically no expense attached to harvesting and marketing, the advantage of growing this crop is at once apparent. Alfalfa finds a ready home demand, and it will be impossible to supply the demand, owing to the extensive ranch territory tributary to El Paso. The market price in this locality is never under \$10 per ton, and much of the time sells for \$15 to \$20 per ton and upward. With the present price of hogs, for which alfalfa is an ideal feed, fattening them more quickly, with a higher grade article, than any other feed, a small farm devoted to alfalfa and hog raising will soon make one independent. Alfalfa furnishes the groundwork upon which a more solid, substantial living and fortune may be built than any other branch of farming. It is a veritable gold mine in itself. Dairying, high-grade stock raising and fattening, hog raising, poultry of all kinds, and bee-keeping, all spring from the alfalfa farm, either as a main issue or a side line. Wherever alfalfa is grown, one finds the home of well-to-do people, who are enjoying the good things of the earth to the fullest. Alfalfa in this valley will yield from 4 to 5 cuttings per year, with an average of a ton and a half per acre at each cutting, giving a net return of from \$50 to \$100 per acre each year, if sold on the local market. When fed to stock, this return is doubled. Alfalfa grown in this valley has a fragrance and perfect color peculiar to this region, caused by being cured in this high, dry altitude, retaining all the strength and color.

DAIRY FARMING.

There is no better location in the Southwest for dairy farming than this valley. Here the very best of feed

(milo maize, Kaffir corn, sorghum and alfalfa) can be grown successfully, besides our native grasses are the very best, consisting of black gramma, tobosca, mesquite and buffalo. There are fewer flies and insects to worry the cows than in any other parts of the state. Cattle never suffer from the excessive heat or cold of other localities, and are rarely afflicted with diseases of any kind. The State and Government livestock inspectors will tell you that the healthiest cattle to be found in the state are found in Socorro county. This is an important factor in view of the recent developments regarding tuberculosis among dairy cattle and the many stringent laws passed regarding the sale of milk and dairy products from diseased cattle. The demand for dairy products far exceeds the supply and brings them fancy prices all the year. Large returns are absolutely sure on even small investments, as dairy farming is different from most other occupations, in that the returns on the investment are quick and certain. Those who contemplate engaging in the dairy business, or who are already engaged and wish to change their location, should come and investigate our advantages and possibilities, and when done we believe will cast their lot with us. Fresh milk retails regularly at 40 cents, and sometimes more, per gallon, while butter is sought after at 40 cents per pound. Large shipments of butter from distant creameries and dairies are received each week.

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ARCHBISHOP VILATTE, HEAD OF THE ORTHODOX CATHOLIC CHURCH IN AMERICA.

Soil freedom for the people. Archbishop Vilatte would lead immigrants back to the land. One of the largest colonization projects ever undertaken in the country is to be started at "Uncle Sam City," 150 miles northwest of El Paso on the Atchison, Topeka and Santa Fe Railroad in Socorro County, New Mexico. G. Panchaud, representative of Archbishop Vilatte, Head of the Orthodox Catholic Church of the West, known as the Greek Church, closed a deal with the Ascott Valley Land & Improvement Company, of El Paso, Texas, on the 22d day of August for ten thousand acres of fine farming land at Uncle Sam City, near La Joya, Socorro County, New Mexico.

G. Panchaud, representing Archbishop Vilatte, who has been in El Paso for the past week, returned from an inspection of the land and immediately closed the contract for the land through Wm. Moeller, who is Secretary of the Ascott Valley Land & Improvement Company. While the contract called for ten thousand acres, it is the intention of the Archbishop to secure more land. His plan is to colonize the land with the members of the Greek Church who come to the United States, seeking their fortunes, but who are now being herded in the big cities, and forced to do menial work in order to make a living. It is the intention of the Archbishop and his followers to make the colony one of the strongest in the country. While it will be colonized by the church, it will be open to all classes of settlers, the Archbishop says, and will be in no sense a religious settlement. A town will be built (Uncle Sam City) near La Joya, where the Archbishop will make his headquarters.

Colonists will be brought to the country from all parts of Europe and will be settled upon tracts. Archbishop Vilatte, who is the head of the entire Greek Church in America, is a man of striking personality. His headquarters are in Chicago, but he is traveling the greater part of the time and is at present in Europe in the interest of the Church. "We want to get our people out of the cities," Father Vilatte says. "They do not belong there and cannot get work that they are suited to. That is why we are bringing them to this country to settle them upon the land."

Uncle Sam City is only a short distance from El Paso, this colony will be supplied from El Paso and will be another one of El Paso's valuable agricultural resources. The Orthodox Catholic Missionaries of the Precious Blood of Jesus under Archbishop Vilatte, is an institution established for the glory of God, the sanctification and education of its

members, and the propagation of charitable and philanthropic work, for the benefit of all men, creeds or beliefs. Irrespective of religion or nationality, "Come unto me all of you who are suffering and I will refresh you."

These are the words of Jesus Christ, this also is our pass-word: If God sees fit to bless our hard and arduous work of tilling the soil in Uncle Sam City, our harvest will care for the orphan and cripples, for the friendless or old men, who have no other abode in which to spend the few remaining years of their life, and educate a new generation for the struggle of the world.

UNDER THE SHADOW. But, our work will not stop there. The land of Uncle Sam City must be the partage of the people of good will and good fellowship. Be your own master, have your own home, take for your children and you a piece of the earth, and under the shadow of our institution, bring up your family, far from the corruption, degradation and slavery of the great city.

If you buy one of these little farms all around us, you will be king in your independence, no one to entangle your liberty, living free as the soft Gulf air, far to the south of the herds of dollar-maddened people of the city. All the banks of the world may break, but your money is safe in the paradise land you occupy.

All the year round, Mother Earth in Uncle Sam City will provide for your wants, three or four times annually, she will give you generously of her store; she is too good to "strike" or be affected by labor agitation, if it rain or not, with her strong wells she always pays a good dividend, not eight or ten percent, as the banks do, but one hundred percent.

This is the land to which we are going, the land of health, peace and rest, for those who wish to escape the servitude and misery so prominent in our modern cities.

KNOCK AT THE DOOR, ENTER AND TAKE REST.

Love for all mankind, charity, philanthropy and success for you and your family, composes the gift of our ambition. The Kingdom of God is at hand, if we have succeeded in influencing you and saving you and your little one from the furnace of speculation, despotism and deception, we are satisfied.

Come out from those modern Babylon.

Knock at the door and we will give hospitality during those few days that you will need to select your land and start the foundation of your home, and in the years to come, if you recognize the good that we have done to you and those you love, bless our memory forever.

Mar. Timothy, L. ARCHBISHOP VILATTE, Primat of the Orthodox Old Catholic Church in America, Uncle Sam City, Via La Joya, N. Mex.

PEARS. Pears are a most profitable crop for this valley, ranking second to apples, and are of superior quality, both as to flavor and size. Pears grown here without any attention, have taken first prizes wherever exhibited, and experts pronounce them the equal of any grown in the United States. They yield prolifically and at an early age. The fruit-grower who will devote his attention to pear growing in this valley will reap a rich reward. N. Mex., alone, annually imports carloads of pears from California and other noted states, and we say, with all due respect to these states, that, while their fruit is delicious, it cannot begin to compare with that grown in this valley, either in size or flavor. The home market will consume a large amount of the fruit grown, and the markets of N. Mex. cities cannot be supplied, owing to the enormous demand. The freight rates to N. Mex. points are practically nothing compared with those paid by California fruit growers. All varieties of pears grow well, especially Keiffer and Bartlett.

PEACHES.

Peaches grown in this valley this year were sold by local merchants in competition with the best grown in other parts of the Union, and simply drove the peaches grown in other localities off the market. Had a sufficiency been raised to meet the local demand, there would not have been a single box imported. When discriminating buyers choose a fruit grown in a certain locality, it is an index of its quality. For flavor, size and appearance, peaches grown in this valley easily outrank any that are grown in other parts of the United States. El Paso annually imports hundreds of crates of the choicest fruit of California, demanding the very best, and it is said without hesitation that this valley's peaches are far superior. Only a few orchards are in bearing in this locality at present, but with the large number of young orchards, thrifty and promising, which will come into bearing within a year or so, this valley will become known as the home of the finest peaches in the Union. Peaches come into bearing here in three years and bear immense crops each year thereafter. No diseases of any kind have so far appeared, and none are expected. The El Paso is the chief variety grown in this valley, but other varieties do well and produce abundantly.

APPLES.

This valley offers one great advantage to the apple-grower—that of placing the finest varieties of apples grown on the market during the months of June, July and August. The altitude and location of this valley permit of the successful growing of the best early varieties of apples, as well as the leading varieties of later maturity. The advantages of growing early fruit are twofold—no competition and striking the market at a time when everyone is hungry for good choice apples. The grower who can market perfect choice fruit at this time of the year (June, July and August) can get his own price, winter apples having been off the market for several months. Only a few localities in the United States can produce early apples to perfection. These cannot begin to supply the demand and never will on account of the ever-increasing demand. The demand for choice apples is growing by leaps and bounds. Apples are being exported to nearly every foreign country on the globe from the United States, and the demand is steadily increasing. England, France, Germany and Russia annually take hundreds of thousands of barrels of our choicest apples, while Japan and China are coming to the front as purchasers of American apples. Coupled with our home demand, the apple grower has a bright future.

Experts have declared the soil and climatic conditions of this valley to be excellently adapted to the growth of apples of the choicest varieties, unexcelled even by the celebrated valleys of Colorado and other famous fruit-growing centers, and they predict a bright future for the apple industry of this valley. Orchards of fine trees are being rapidly set out, and large shipments of trees are being received daily.

VEGETABLES.

All varieties of vegetables grown in the Northern and Eastern States may be grown successfully in this valley. Onions, potatoes (both sweet and Irish), cabbage, tomatoes, turnips, peas, beans, parsley, watermelons, cantaloupes, lettuce, parsnips, carrots, cauliflower, celery, cowpeas, cucumbers, beets, chili and tabasco peppers, and all varieties of vegetables, both for the market and for table use, do exceptionally well, and offer splendid inducements for the grower. Vegetables mature from 30 to 50 days earlier here than they do in the Northern districts, and are of size and flavor comparable with the best grown in the United States. A better location for the

truck-grower and market gardener could not be found, as there is always a ready demand from the local market and surrounding towns. Perfect soil and climatic conditions, with local markets, and splendid transportation facilities give the vegetable-grower an advantage not obtained elsewhere.

While all vegetables, alfalfa and cereals are grown here, it is as a fruit country that this valley is destined to become famous, as there is no other spot in the United States so favored by nature for perfect fruit growing. The following are some of the important fruits grown here: Apples, peaches, pears, quinces, apricots, plums, cherries, grapes, figs, soft-shelled almonds, English walnuts, pomegranates, strawberries, blackberries, raspberries and blueberries.

POULTRY.

The climatic conditions necessary for successful poultry raising are better here than in any other part of the United States. Chickens, turkeys and broilers, command fabulous prices and it is a matter of impossibility to supply the demand with the present supply. Eggs command prices the year around double those of the Kansas and Missouri markets. Turkeys are exceptionally well, and the demand is evidenced by the fact that hundreds of choice birds are imported for the holidays each year at prices prohibitive to the person accustomed to Eastern and Central prices. Small flocks of hens pay an enormous profit and often provide for all the necessities of life, and many people are making a specialty of the business, owing to the large remunerative returns to be had. When one considers the fact that chickens, eggs, etc., have to be shipped here at present from distant Eastern points, cost of heavy transportation charges, this is easily understood. It is a matter of impossibility to supply the local demand at present, and this will be the case for several years to come.

STOCK RAISING.

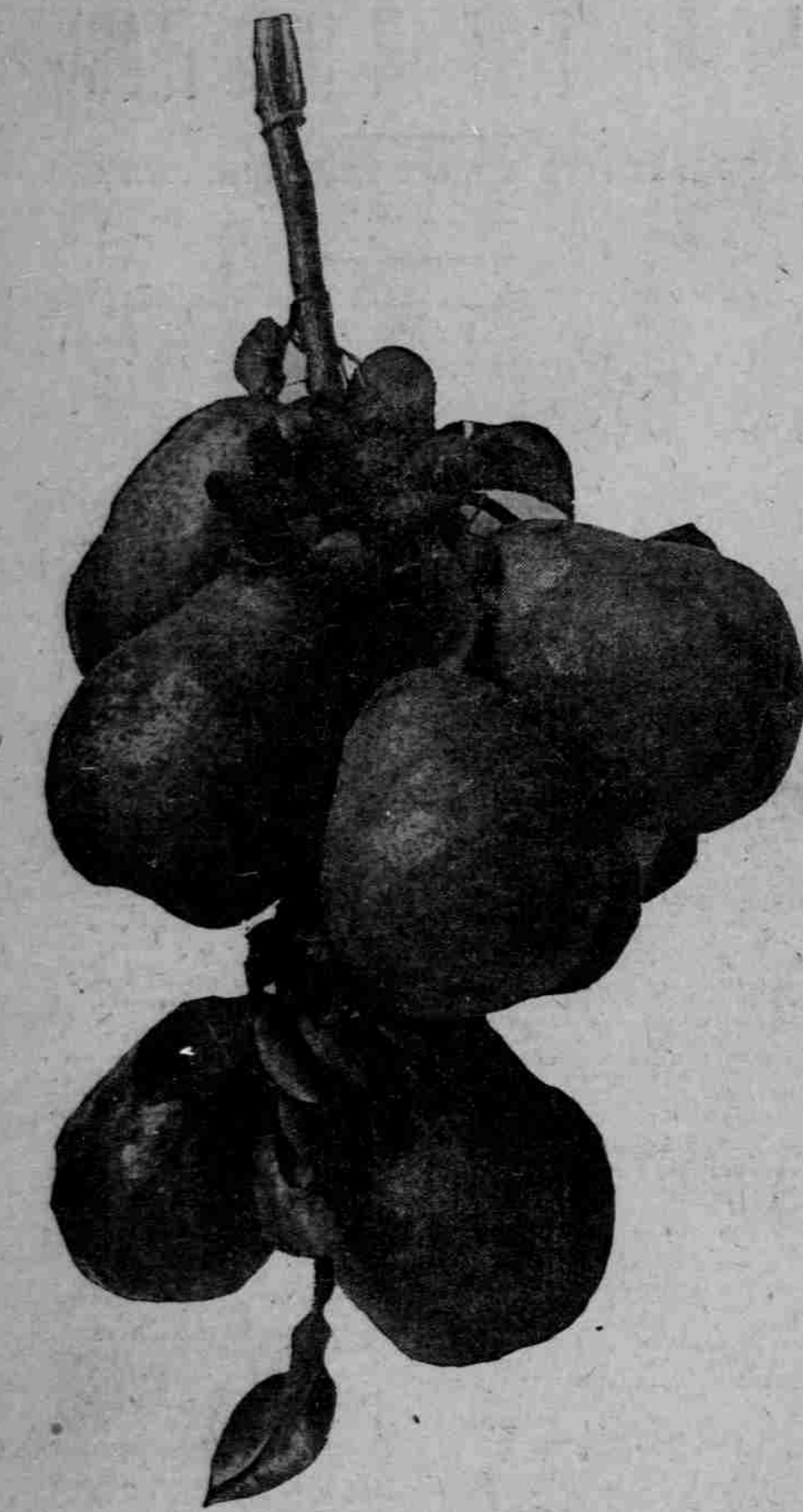
Cattle grown in Socorro county bring good prices on the markets of Kansas City, St. Louis and Chicago. One would have no difficulty in tracing the beef raised in Socorro county to the tables of the better, well-to-do class of people in the North and East, who demand the best to be had. The why and wherefore are very easily explained. When one considers the fact that there are more than 50 varieties of succulent native grasses growing in Socorro county in abundance, never injured by frosts, as fattening as alfalfa, together with the mild climate and cool pleasant nights of the valley, give an entire absence of all insects, ticks, etc., so injurious to cattle-raising in other parts of the United States, it is very easily understood. Socorro county is an ideal stock-raising country, as evidenced by its many wealthy cattlemen.

Sheep do well. In fact, since the passage of the recent tariff laws, the sheep industry has taken a decided move upward, and ranches are being stocked as rapidly as sheep can be obtained.

Profits from sheep raising are as great, and in some instances, for quick profits, greater than cattle raising. Goats, especially Angoras, which require high altitudes, give fine returns. The raising of several large ranches devoted to Angora goat raising in this county. All branches of stock raising give good returns, and to the man who devotes his time and means in a systematic manner, it offers better opportunities than in any other part of the United States.

AGRICULTURE.

No part of New Mexico, and, we believe, no part of the United States, has a soil better adapted to practical and profitable farming than that part of Socorro county near the cities of Albuquerque and El Paso. With the abundance of water for irrigation purposes easily obtained at a shallow depth, farming of all kinds is at once practicable and highly profitable. Conservation of soil moisture from snows and rainfall, as practiced under modifications of the Campbell system of dry farming, has demonstrated to a certainty that forage crops of many kinds, as well as grain, may be grown to a great advantage. Milo maize, Indian corn, Kaffir corn, sorghum, oats, rye, barley and wheat do exceptionally well and bring large returns to the grower. Beans, cowpeas, pumpkins and potatoes also do well under this system. Stock raising, poultry-keeping and dairying in connection with dry farming, either or all, offer opportunities as great as any portion of the Union, and they are being rapidly developed by our people. Under irrigation, crops of any variety grown in the world, except extreme tropical varieties, are grown with great success, with financial returns equal to any portion of the United States. No preparation of the land for the plow, in the way of clearing land of trees, underbrush, etc., is necessary in this valley, as practically the entire valley is free from obstructions of any kind to the plow. This one point alone represents a saving of at least \$10 per acre in preparing land for crops, and to the Eastern man this is an important point. Free from distressing heat of the summer months and the extreme cold of the winter months, so common to other localities, farm life in this valley is an ideal existence, with none of the drudgery usually consequent. With the present home market and transportation facilities farm lands in this section are increasing in price and will soon be at a premium.



You do not need your life insured to protect your family in case of death if you purchase land and lots in Uncle Sam City now, as they will provide an asset as substantial as any insurance policy, at much less cost.

The passing of the big ranches and the coming of the modern town of Uncle Sam City gives the first investors 1,000 percent profit within a few years. This is the one grand opportunity to make big money on your investment—a 100 to 1,000 percent profit proposition. Ideal elevation—4,200 feet above sea level, insuring cool nights following the warmest days. Perfect climate—milder in winter than California or Florida. See U. S. Signal Service Records.

We all believe in fair conservation of national resources, but our first duty to our families lies in getting our own share of these resources when they are opened for development. Experts, employed by railroads and the government to gather data on settlement and development of newer districts of the United States, report that 85 percent of buyers seeking new homes place climate as the most important factor in determining their new location. You know what this means. It will simply fill up such delightful health resorts as Uncle Sam City in a very short time.

IRRIGATION POSSIBILITIES

Irrigation possibilities of this section of the State are great, for the following reasons:

- First, There are large bodies of fertile land under which there is an abundant supply of good water.
- Second, Experienced men claim that this valley is in the artesian belt.
- Third, The many springs flowing out of the sides of the mountains that could be utilized for irrigation purposes are indicative of abundance of water.

Fourth, This water, contrary to that found in many other localities, is pure, containing no mineral matter, which is essential to successful irrigation that water be free from mineral matter.

Fifth, In the canyons, adjacent to large valleys of fine land, dams could be constructed at small cost for collecting and storing the surplus water from the heavy rains, and used to irrigate these tracts of land. The U. S. Government is doing this very extensively in several states and territories.

Sixth, There is an inexhaustible supply of pure water under a large scope of the country, at a depth of 20 to 100 feet, and we wish to impress upon the public the fact that this valley is unexcelled in its abundant and permanent supply of pure water. One tremendous advantage that is possessed by this valley is that it requires only about one-half the amount of water necessary in other localities to properly irrigate. This is due to the fact that we do not have the excessive heat and consequent evaporation of other localities. Only an infinitesimal part of the water applied to lands in this valley is lost by evaporation, being taken up by plants, or retained in the soil.

No other place has better advantages than this valley. Many young orchards are being planted, several by German fruit-growers who are experts in their business and came here only after thorough investigation and being satisfied that this valley offers opportunities and possibilities equal—if not exceeding—those of Colorado. Their faith is evidenced by their works. Never before have such intelligent thought and practical effort been expended in developing apples, pears, peaches and other kindred fruits. Science, invention, industry and finance, all take

plan. Terms of quarterly, semi-annual and annual payments will be granted upon application, the deferred payments bearing 6 percent interest per annum. No taxes to be paid until deed has been furnished you for the valley land and town lots. When cash in full accompanies application, five percent (5 percent) discount is given.

With each or a number of lots purchased we will furnish a ten year gold bond by the Federal Guarantee Co., of

TERMS AND PRICES. The valley land will be sold at \$25 per acre, 1-3 cash and balance in one, two and three years, 6 percent interest per annum on deferred payments. The residence town lots will be sold at \$15 each and up, and the business town lots will be sold at \$50 each and up, 10 percent cash down and 5 percent a month until paid for in full. No interest will be charged on deferred payments under the monthly payment

For Further Information Call On or Write to

G. PANCHAUD,

Uncle Sam City, Via La Joya, New Mexico,
or **Wm. MOELLER,**

Herald Building,

El Paso, Tex.

We have arranged through the Archbishop Vilatte for 500 families of Swiss, French, Belgian and German nationalities who will come to this country and settle on this land at once, and therefore Uncle Sam City needs a hotel, restaurant, grocery store, clothing house, tailor, barber and meat shop, carpenter and blacksmith shop, lumber and brick yard, and well

drillers to drill more wells for irrigation purposes. **WHY DOES EVERYBODY WANT TO COME TO THE SOUTHWEST? THE ANSWER IS—CLIMATE.** Now, really, Mr. Homeseeker, Mr. Eastern Man, you do not know the happiness of good health, and the rich store of wealth awaiting you in the sunshine and soil of Socorro county.

If you did you would be on your way with the purpose of living where the climate is ideal, with 345 sunny days in every year. Now, a last word—it's up to you. And do not forget—this is Opportunity's knock. Buy your land and town lots at Uncle Sam City, New Mexico, as it will be quadrupled in price within a few years.

THE FINEST ARCHBISHOP. The Orthodox Catholic Missionaries of the Precious Blood of Jesus under Archbishop Vilatte, is an institution established for the glory of God, the sanctification and education of its